

### **Abstract**

A fishing lure wrapper consisting of a flexible panel of material with an outer layer of cloth or flexible cover and an inner layer of hook and latch material (e.g. velcro) to receive fishing lures for the purpose of protection of the hooks and/or storage. Also, the lure protector may be folded about a fishing rod to secure the bait in position for immediate use whenever desired, and to prevent fouling and entanglement of nearby gear in a fishing boat, auto or the like.